



Conducted by Samuel Hopkins Adams.

This department is devoted to separating the sheep of advertising from the goats—and hanging a bell on the goats. It deals with a very serious topic in a way that is not too serious. Its honest endeavor will be to answer with fairness, either in print, or, where that is inexpedient, by private letter, all fair questions about advertisements, while reserving the right to plead ignorance when that is the right answer. It asks nothing for its services except the confidence of its correspondents in giving their names and addresses, a confidence which will never be violated. Please state clearly whether you prefer to have your name withheld from answers printed here. No unsigned communications will be read. Address: The Ad-Visor, The Tribune, New York.

A hearty contender of beer advertising is W. H. S., whose interesting communications have been published before in this column. Because his latest letter is somewhat catechismal in form, it is printed herewith piecemeal:

Since the publication of my letter in your issue of July 22 and your reply, which seems to me simply a courteous evasion of the point, I have been wondering whether any of your other readers agreed with my views. The letter in your issue of August 12 signed H. F. Osborn shows that at least one other reader does. Your reply to Mr. Osborn is astounding, to say the least. Do you really mean to say that The Tribune and the Ad-Visor are not identical and co-extensive in scope?

Certainly. That is what I did say and what I meant to say. Once more, let me repeat: The Ad-Visor's concern is with advertisements and advertised goods, and with no question of morals, ethics or policy beyond that range.

Do you mean that the truth in news, editorials and advertisements prevails only in the Ad-Visor's department or only outside of it—not in all parts of the paper?

Certainly not. That is a truly startling non-sequitur. The Tribune's principles and the Ad-Visor's principles, so far as advertising is concerned, are identical, otherwise this department would not appear in this newspaper. The news, editorials and advertising scope of The Tribune is vastly greater than that of this department. Can it be that W. H. S. has confused scope with principles?

You say your interest in an advertisement rests upon the truth or falsity of it. If the Budweiser people offered you an advertisement like the one under discussion, with the added comment, "Of course, some of the people who start drinking Budweiser will become drunkards" (and you know that's the truth), would you print it?

Yes; if the authority rested with me.

If the Peruna people offered you an advertisement, frankly admitting that as a cure-all Peruna is a fake but as a substitute for booze it's pretty good, would you run that advertisement?

If it were put up to me for a decision, I certainly should, if only because of its refreshing frankness.

Booze is a fake, whether it comes out frankly and admits it or falsely conceals it by hiding behind the advertising coat-tails of a Thomas Jefferson.

That wine is a mocker rests upon time-honored authority (that same authority contradicting itself on the point, however); but "booze," as W. H. S. terms it, is a fake only when it fakes. The beer advertising to which W. H. S. offers his interesting amendment did not fake.

As long as you accept advertisements of harmful articles, even if the harm or untruthfulness is concealed in the wording of the advertisement, just so long are you falling short of your own motto. As a steady and admiring reader of The Tribune, I am sorry not to see you go the limit.

Beer is undoubtedly harmful to some people; so are many other advertised articles to which W. H. S. would hardly take exception. Whether it is in a broad sense harmful is a moot question. Untruthful per se it is not. So long as it is honestly advertised there is nothing in The Tribune's motto to prevent its being advertised in The Tribune.

I enclose herewith a circular letter ament the Clute Truss. Is the apparatus "all" they claim for it? Can you offer any advice thereabout?

In reply to this, I can do no better than to quote from the Chas. Clute & Sons' "come-on" letter:

"And, besides preventing a cure, a truss which fails to hold the rupture in place greatly ENDANGERS YOUR LIFE."

Any truss "fitted" by mail is likely to fail in this respect. The Clute Truss is largely a mail order device. Sufferers from hernia who do not wish to endanger their lives will do well to eschew the Clute apparatus and all its species and consult a competent physician.

What says His Nibs of this?

WILLIAM A. SLOANE.

"And you may print my full name—initials and periods included," adds Mr. Sloane in a bold postscript. "This," which he encloses, is a formal announcement of the "Daily Trade Record" to the following effect:

"The publishers of this paper do not assume responsibility for statements made by their advertisers in business competition."

On the assumption that by the honorific, "His Nibs," is meant The Ad-Visor, this department thinks that the "Daily Trade Record" shows a salutary spirit of caution. It is a conceded fact that business competition has a powerful tonic effect upon the advertising imagination and produces attacks of the superlative mood for which the sufferer should not be held too strictly accountable. Had Shakespeare proffered to a modern advertising expert his famous request, "Tell me, where is fancy bred?" he would undoubtedly have been answered, "In business competition." The wary advertising medium such as the "Daily Trade Record" quite properly enters a blanket disclaimer of responsibility before ever seeing the "copy." If Mr. Sloane were an advertiser he might object to this warning on the ground that it tends to scare off the game. As a mere reader he should be thankful for it. And, by the way, should be choose to honor this department again with the title bestowed in his letter, the double-b form "Nibs" is considered by the leading authorities preferable both for elegance and dignity.

At the last convention of the Associated Advertising Clubs of the World "A Voice" contributed to the cause of combating fraudulent advertising \$100 on behalf of the "New York American." The voice may not have been the voice of William R. Hearst, but the hand which produced the \$100 undoubtedly was the hand of that editorial (only) enemy of bad advertising. Where did he get it? A recent issue of his "New York American" suggests several sources. To the advertising revenue of that one issue Sargol and Duffy's Malt Whiskey contributed together almost two-and-one-half times the amount of the \$100 subscription. Mr. Hearst might have derived his anti-fraud contribution from these two frauds. Or he might have made it up piecemeal from the patronage of a worthless eye remedy, two fraudulent asthma nostrums, a scoundrelly consumption "cure," a dangerous skin preparation, an absurd bust-developer, and a fake syphilis cure; all found—together with several other and lesser medical swindles—in the one issue of his generously contributing newspaper.

Of course Mr. William R. Hearst isn't the original source of the \$100; nor are his patrons, the nostrum vendors. The true contributors are the gullible and swindled sick, who put their trust in Mr. Hearst's daily—and Sunday—hypocrites.

Last Sunday (July 26) I visited the Palisades Amusement Park, in company with my wife. There is a bathing pool in the park to which an admission of 25 cents is charged on week days and 50 cents on holidays. That is plainly stated on the sign that hangs over the booth of the woman ticket seller at the entrance to the pavilion around the pool. After purchasing two tickets for 50 cents each, one for my wife and one for myself, I was surprised when I reached the booth where keys are given out to be told that I would have to allow some one else to share the bathing house with me, or else pay an extra 25 cents. This in spite of the fact that I had my own bathing suit. My wife was also given the same order, and refused to share a room with a strange woman. I also refused to allow a young man, who the woman who handed out the keys, suggested would be a desirable room-mate, to share my bathing house. We were then told to get out of the way, and also commanded to get in line and get the extra tickets or wait until they had time to give us our money back. "If you don't like that, wait until the boss comes," we were told.

Inquiry elicited the information that "the boss" might arrive at noon. It was then about 10 o'clock. Rather than wait for several more hours for our money, we paid the extra price.

There was no announcement of the room-mate specialty on the sign at the entrance to the pool, and I certainly think that is as fine a specimen of fake advertising as it is possible to find anywhere.

## 1 KILLED, 4 SHOT IN POPCORN FEUD

Father Backs Son's Demand for Larger Bag with Revolver.

### STOREKEEPER'S KNIFE CLOSES TRANSACTION

Belligerents' Relatives Join Fray Over Penny Purchase on Saint's Holiday.

The great Italian festival, the annual feast in honor of Maria Santissima di Tindari, the patron saint of Patti, Messina, was celebrated by the residents of Thirteenth Street and Avenue A yesterday noon. A boy was killed and four persons wounded in a stiletto and gun fight over a penny's worth of popcorn.

Gay bunting decorated the street and shrines were erected at regular intervals along the block. A raggedurchin, son of Joseph Bonanno, of 443 East Thirteenth Street, received one penny from his father in recognition of the festive occasion. He trudged across the street to the candy store of Mrs. Salamina Piazzi and asked for some popcorn. The boy didn't think Mrs. Piazzi gave him his money's worth. So he started an infant's lusty clamor.

Mrs. Piazzi told him to get out of the store. Papa Bonanno hurried across the street to protect his offspring. Tony Cuccia, Mrs. Piazzi's son-in-law, entered the argument at this point, and Bonanno looked on his remarks as "deliberately unfriendly." Bonanno, stabbed three times in the back, drew a gun and started shooting. Giacomo Schiarro reinforced Cuccia, while Bonanno's brother Ignazio evened up the fight.

Both of these men emptied their revolvers without stop. Carlo Romano, eight years old, was hit by a stray bullet while playing near a shrine 200 feet away from the fight and died last night in Bellevue Hospital.

The dead: Carlo Romano, 8, of 435 East Thirteenth Street, shot in head; died in Bellevue Hospital.

Mrs. Salamina Piazzi, 41, of 442 East Thirteenth Street, shot in chest; Bellevue Hospital; condition critical.

Tony Cuccia, 25, of 442 East Thirteenth Street, shot in back; Bellevue Hospital; expected to recover.

Joseph Bonanno, 28, of 443 East Thirteenth Street, stabbed in neck, shoulders and abdomen; Bellevue Hospital; condition serious. Under arrest charged with felonious assault.

Giacomo Schiarro, 38, of 442 East Thirteenth Street, shot in body; Bellevue Hospital; will recover. Under arrest.

When Deputy Commissioner Guy Scull and Inspector Gray arrived an hour later the streets were packed with excited throngs trying to get to the heart of the fight. Reserves were called out, and two ambulances arrived from Bellevue to carry off the wounded.

Patrolman Crosby, who was in the crowd in plain clothes, saw Ignazio Bonanno running away, with a gun in

## Evelyn Thaw Invites Divorce; Says She Will Not Fight Suit

Dancer Wife, Back from Mountain Camp with Clifford and Russell, Fears "Harry" Will Be in Trouble Again Soon.

Evelyn Nesbit Thaw will make no defense to her husband's suit for a divorce. She has not engaged counsel, and does not intend to. For the present she is content if Thaw and his family and friends let her alone.

This she said in her home, 23 West Eleventh Street, last evening, while Russell Thaw, the child Thaw repudiates, romped about the room, and Jack Clifford, her dancing partner, nodded approval to her statements, and private detectives who arrived from the mountains with her yesterday watched the house.

"I said some time ago that all I ask of Harry Thaw is to let me alone. That is all I ask now," said Mrs. Thaw. "I wish he would go his way and allow me to go mine. If he wants a divorce, let him have it. I will make no contest. I have retained no lawyer to fight this thing, and I will not."

An hour later I will not discuss Mr. Thaw or my plans, except to say that I have had six offers of theatrical engagements and expect more. What I will do has not yet been decided. Mr. Clifford and I have several sketches under consideration.

"Later on I may have something to say about my relations with Mr. Thaw and this latest move of his. How much later I do not know."

"As matters stand now I have no in-

terest in Thaw's money. I have enough without asking any of him. "I have my health back now and I am able to work again. I do not intend to worry myself sick again over Harry."

Expected More Trouble.

Persons in close touch with Mrs. Thaw and her affairs say she believes that if Thaw is given time enough he will get into more trouble, and that this will be her opportunity to assert her claims in behalf of the child whose paternity Thaw denies. Questions on this point, however, she refuses to answer.

"I have not the least doubt that, left to himself, Harry will resume drinking," she said "and then—well, good night. All the trouble we had here and abroad was due to his drinking. A few drinks and then trouble. I hope he does not drink again, but I know Harry. Once he starts he may go slow for a while, he may escape trouble, but in the end it will get him."

Mrs. Thaw, who looks the picture of health, arrived in New York with Jack Clifford, the child and a maid yesterday morning and went at once to the house, 23 West Eleventh Street. There she and Clifford will make their home. Most of the day she spent with Clifford putting up curtains and putting the house in order.

Soon after they arrived in the house men, later recognized as private detectives, began picketing the place. They were still on duty in the block last night, presumably in the interest of Thaw.

FINANCIAL INTERESTS ARE FIGHTING CROSEY

Sullivan-Grout Ring Trying to Beat District Attorney.

That District Attorney Crosey's reelection will be bitterly opposed by certain financial interests hard hit by his prosecutions of David A. Sullivan and Edward M. Grout, of the Union Bank in Brooklyn, was reluctantly admitted by Republican district leaders yesterday. Actual threats, it was learned, were made to Mr. Crosey during the Grout trial that his scalp would be in danger if Grout was convicted.

Already reports of disaffection in one Assembly district have been circulated, and although the leaders are denying their best to deny them it is evident that opposition to the District Attorney's popularity among the several thousand depositors of the wrecked bank and their friends is pronounced, and for that reason the leaders are confident that he will be re-elected.

The selection of Robert H. Elder to run against Mr. Crosey is an indication of the hard fight the District Attorney will have to face, said a leader in the 18th Assembly District, "but we are not worrying. The very selection of Elder gives us the issue. On one side we have the man who successfully prosecuted financial wrongdoers and on the other we have the man who unsuccessfully defended them."

## URGES ELECTIONS BOARD BE HALVED

Wallstein Wants Appointments of Members Restored to Mayor.

### PARTY CONTROL DANGEROUS EVIL

Blames Present Officials for Putting Partisan Politics Above City's Interests.

Marked changes in the method of appointing the members of the Board of Elections and in the administration of that office are recommended in the report presented by Leonard M. Wallstein, Commissioner of Accounts, to Mayor Mitchell yesterday. These are the recommendations:

An amendment should vest the power of appointing the commissioners in the Mayor, who had that power prior to 1911, when it was transferred to the Board of Aldermen to insure the reappointment of Commissioner Kane, whom Mayor Gaynor had refused to reappoint. A further amendment should provide that incumbent commissioners may not hold over after the expiration of their terms. This would prevent a person unacceptable to the Mayor from remaining in office while his organization refused to recommend another and continued in deadlock with the Mayor.

Such amendments, also, would restore a needed check upon organization dominance of the Board of Elections.

The number of commissioners should be reduced from four to two, of opposite political faith. This would eliminate salary waste, promote efficiency, remove undue preference for New York and Kings counties, and give the Mayor a larger field from which to select the best men.

As to local election officers, the two organizations should not, as now, be appointed them. The organization should be permitted merely to vouch for the party membership and loyalty of certain individuals.

Commissioner Wallstein points out that under the present law the political organizations in effect name the members of the Board of Elections because the Board of Aldermen, which has the nominal power, is made up of such small political units and its membership is so large as to lose all sense of responsibility.

"Such a system," he says, "encourages the appointment of individuals devoted to the interests of their organization rather than to the public interest. It has permitted the repeated appointment of one individual of proved unfitness and another who utterly fails to realize that his official position renders improper partisan activity, which violates the spirit of the election law."

"The whole matter of the selection of local election officials indicates that the board has exercised all the discretion committed to it toward making itself an adjunct of the political organization rather than an instrument of public service."

Commissioner Wallstein suggests that the parties should recommend more than one person for each appointment and that the civil service examinations should be adequate in each

## THE RIGHT ROAD TO COMFORT AND STYLE

heavy as your straw hat and a good deal dressier for present wear. In all shapes and newest colors—\$3 and \$4.

Young's Hats

NONE BETTER MADE

Attorney. One day it was said Governor Whitman had intimated that he might name a Democrat in case Judge Swann left the bench. The next day an equally positive assertion had the Governor promise to name Judge Wesserguel. Yesterday the rumor factory said Governor Whitman intended to appoint District Attorney Perkins if Judge Swann were elected to succeed Mr. Perkins. It went further and asserted that as a part of the understanding whereby the Republicans endorsed all of the Tammany candidates for the bench Mr. Perkins would receive the endorsement of Tammany for re-election next fall, if he should be named judge of the Court of General Sessions.

### ELECTIONS BOARD KEYED FOR RUSH

550 Petitions Must Be Filed Tonight—Rumor Busy Over Swann's Successor.

If every regular party filed a petition for every office to be filled at the coming election the Board of Elections would receive about 700 designating petitions. Up to last night only about 150 had been received. The Board of Elections sees business to-day, and midnight is the latest a petition may be filed.

Members of the law committees of the Republican, Democratic and Progressive parties stood by yesterday at their headquarters to assist in the preparation of and the verification of petitions. Great care is taken that no provisions of the law be violated which would render a petition void.

Campaign managers for Frank Moss announced they had received more than enough signatures to designate him as a candidate for District Attorney in both the Republican and the Progressive primaries. Both petitions will be filed to-day.

Mr. Moss will begin his campaign among the Republican voters to-night by speaking at the 1st Assembly District Clubhouse, where W. G. Rose is leader.

"Mr. Moss will win the Republican primaries by at least three to one," said one of his managers last night.

Almost every day there are new reports about the place on the Court of General Sessions bench now held by Judge Edward Swann, who is to be a Confederate army veteran.

No weight and no wait! Ready to-day, Young's "Air-weight" Soft Hats, the coolest, lightest headgear for early Fall. Not as heavy as your straw hat and a good deal dressier for present wear. In all shapes and newest colors—\$3 and \$4.

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### PARDONED AT 84, WEEPS

George Cram Will Quit Sing Sing for California.

George Cram, eighty-four, dean of Sing Sing's inmates, burst into tears when handed a pardon yesterday from Governor Whitman by Deputy Warden Charles Johnson, freeing him after serving twenty-one years.

"Thank you," he sobbed, as he shook the hand of Mr. Johnson, who had obtained him his freedom. He plans to leave the prison this morning and go to his daughter's home in California. He killed his wife while intoxicated and was sentenced to death at the age of sixty-three, but received a commutation from Governor Morton. He is a Confederate army veteran.

JETWOOD

A SHIRT COLLAR WITH A COMFORTABLE LOW FRONT

RED-MAN 2 for 25¢

TRACY'S BEST

**NEW YORK'S LEADING THEATRES AND SUCCESSIONS.**

**LYCEUM** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. (The Double Comedy Bill.) J. M. HARRIS ROSALIND HOBBS THE DUKE OF KILLICKRANKIE.

**MARIE TEMPEST** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. (The Double Comedy Bill.) J. M. HARRIS ROSALIND HOBBS THE DUKE OF KILLICKRANKIE.

**GAITY** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. MATINEE TO-MORROW AT 2:15. RUTH CHATERTON DADDY LONG-LEGS.

**ELTINGE** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. SEE MY LAWYER WITH T. ROY BARNES AND CAPABLE CAST.

**REPUBLIC** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. COMMON SENSE WITH JOHN MASON AND ANSIE COWLE. Seats Selling 5 Weeks in Advance.

**COHAN'S** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. JULIAN COUSIN CHARLES KLEIN.

**ELTINGE** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. BELASCO THREE ACTS OF GOOD FUN.

**THE BOOMERANG** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. GLOBE MONTGOMERY & STONE.

**CANDLER** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. THE HOUSE OF GLASS BY MAX MARCIN.

**ASTOR** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. YOUNG AMERICA SO RICH IN HUMOR. BY FRED BALLARD.

**LONGACRE** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. THE GIRL WHO SMILES BIG SISTER YVONNE.

**McBRIDE'S** THEATRE TICKET OFFICES WE ARE AGENTS FOR ALL THEATRES AND AMUSEMENTS WE ADHERE STRICTLY TO THE FIFTY-CENT PREMIUM "Get Acquainted with Our Service."

**D. F. KEITH'S** PALACE 175 W. 25th St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. EDUARD HOFFMANN & EDUARD LEONARD. FANNIE REED. ORVILLE HALL. Others (Theatre) Howard, McKee, Nat. Wilds, Bepko, Glicks & Co., Glicks, Others.

**ALHAMBRA** 4th Street, Taylor Grandville & Co. Ego. 8:15. Mat. Thurs. & Sat. 2:15. The Grandville.

**Loew's American Roof** 12-ACT VAUDEVILLE SHOW DELIGHTFUL PROMENADES RESERVED SEATING. LAST WEEK OF SEASON. SEATING 10c to 1.00. MAY PIERCE. Next Wk. Blanche Street. "The Case of Becky."

**WINTER GARDEN** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. LAST WEEKS PASSING SHOW OF 1915 SHUBERT THEATRE. 44th W. of Broadway. Ego. 8:15. Mat. Thurs. & Sat. 2:15. WILLIAM HODGE IN THE ROAD TO HAPPINESS.

**39TH ST.** Ego. 8:15. Mat. Thurs. & Sat. 2:15. EDWARD ABELES IN THE LAST LAUGH.

**CASINO** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. THE BLUE PARADISE WITH CECIL LEAN.

**44th ST.** Ego. 8:15. Mat. Thurs. & Sat. 2:15. TWICE DAILY 2:30 & 8:30. Ego. 8:15. Mat. Thurs. & Sat. 2:15. CLARA KIMBALL YOUNG AND WILTON LACKAYE.

**TRILBY** Ego. 8:15. Mat. Thurs. & Sat. 2:15. SEATS NOW ON SALE VITAPHONE THEATRE. THE BATTLE CRY OF PEACE BY J. STUART BLACKTON. FIRST TIME NEXT THURSDAY NIGHT 8:30. And thereafter twice daily incl. Matinees at 2:30 & 8:30. PRICES: Matinees (except Sat.), 10c, 25c, 50c, \$1.00. Nights & Sat. Mat. 10c, 25c, 50c, \$1.00.

**LINGTON** 151 & 152 Ave. Ego. 8:15. Mat. Thurs. & Sat. 2:15. Geo. M. Cohan's 7 KEYS TO BALDPAPE STANLEY PATON.

**STANDARD** West 45 St. Ego. 8:15. Mat. Thurs. & Sat. 2:15. A. H. Woods Presents THE YELLOW TICKET.

**YORK** 116 St. 37th Street Ave. Ego. 8:15. Mat. Thurs. & Sat. 2:15. JOHN COSTA THE NATURAL LAW.

**"MANDALAY"** Carnival Nights REFINED AMUSEMENTS & DANCING. Special attractions. Extrordinary Danes. Sept. 8—Mousetrap. Sept. 9—Mousetrap. Sept. 10—Mousetrap. Sept. 11—Mousetrap. Sept. 12—Mousetrap. Sept. 13—Mousetrap. Sept. 14—Mousetrap. Sept. 15—Mousetrap. Sept. 16—Mousetrap. Sept. 17—Mousetrap. Sept. 18—Mousetrap. Sept. 19—Mousetrap. Sept. 20—Mousetrap. Sept. 21—Mousetrap. Sept. 22—Mousetrap. Sept. 23—Mousetrap. Sept. 24—Mousetrap. Sept. 25—Mousetrap. Sept. 26—Mousetrap. Sept. 27—Mousetrap. Sept. 28—Mousetrap. Sept. 29—Mousetrap. Sept. 30—Mousetrap. Sept. 31—Mousetrap.

**Frank H. Simonds.**  
Author of "The Great War"

"Peace and the New Map of Europe" is the subject of Mr. Simonds's notable weekly article in next Sunday's Tribune. German proposals for peace have been made. Allied purposes have been partially disclosed. Poland, Alsace-Lorraine, the Balkans—these are among the problems discussed.

These articles, written by the man to whom the country has come to look for lucid, clean-cut opinions, give you an immediate grasp of the biggest issues of the war. Follow them regularly, with their fine, illuminating maps. Your newsdealer can see that not one escapes you. Give him your order to-day!

**The Sunday Tribune**  
First to Last—the Truth: News—Editorials—Advertisements